

The Athena Press

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DEVELOP THE HOME MARKET

A writer in the Portland Oregonian has the following to say relative to development of the home market for Oregon products:

"The prophet is not without honor, save in his own country."

Oregon manufacturers are reminded of this old adage every month when they check up their balance sheets. The job of selling the home folks is sometimes a tough task.

And yet:
The world swims in Oregon-made bathing suits.

Builds its homes of Oregon lumber. Sits before radio cabinets built of Oregon cedar.

Bakes bread from Oregon flour. Fills its stomach with Oregon salmon.

Tops off its meals with Oregon apples.

Oregon could feed and dress and help entertain a large share of the human race, but it costs money to develop far-away markets and old-established manufacturers on the Atlantic seaboard and in Europe offer stiff competition.

Portland alone now has 1280 manufacturing plants, according to the Chamber of Commerce, with 42,000 wage earners and an annual payroll of \$62,250,000 annually.

Development of the home market is a problem with all of the 1280 manufacturers. They have learned that the returns from the sales of their products in the Pacific northwest is determined by the attitude of the home people who too often buy eastern-made goods without a thought to the upbuilding of Oregon industries.

NO MISTAKE ABOUT IT

"Let there be no mistake about it. We could not stand another war. The mere conception of it is terrifying," says David Lloyd George. And he should know. In the World War he was a minister of the British government charged with responsible duties from the beginning until the armistice was signed. Now pleading for disarmament the famous British Liberal says: "If you compare the weapons and the whole paraphernalia of war when the armistice came with what it was at the beginning, you can realize the extraordinary intensification that was going on ruthlessly and without ceasing. Inventions and counter-inventions, every death-dealing device that science could discover, deepened month by month the fighting front, and brought war closer to the great civilian populations. We ourselves were contemplating the bombing of Berlin when the Germans yielded, and if the war had lasted a few weeks longer we should have been using a poison gas deadlier than any that had gone before. What matters in modern war are the resources behind the battle front. You have to force your enemy to sue for peace. Therefore, any nation at war in the future will devise every conceivable method for destroying the will of the enemy nation. Yes, war is a ruthless business."

Homage due a great man was given Myron T. Herrick, late ambassador to France, when his body was returned to home soil by the French cruiser Tourville, last Saturday. With the Stars and Stripes and the French tricolor hanging limply in a wet haze, the graceful French cruiser bore the remains of that country's great friend back to rest through eternity in his native land. The casket on the rear deck, honor guarded by two polli of the French army, was lifted and born through the streets of New York City, through avenues of silent humanity, to a special train that transported it to Cleveland, the home city, where with simple burial rites, all that was mortal of Myron T. Herrick was laid away.

The modern flapper has added the lucrative pastime of robbing banks to erstwhile accomplishments. Two banks were robbed the past week, by girl bandits. One with a bottle of nitro glycerine in her hand threatened to go boom if funds were not handed to her. The bank teller, with alacrity, responded to the dame's demands. The second instance occurred at Los Angeles, when a smiling damsel shoved a note reading, "give me money in big bills," under the nose of the teller at a branch of the Citizen's National Bank. She was armed with a pistol, and walked out with \$2000 in currency, effecting her escape.

Republicans aim to limit the special session of Congress, which convened Monday. Farm relief and the tariff are the two main problems to be faced. The fact that the tariff issue

can furnish more bunk and gas fodder for vocal exercise than any other issue or topic advanced for consideration and discussion in congress, we fail to see where the solons will be able to limit the time of the session. Besides, farm relief will be found no toy when its merits come up for discussion.

Senator Robinson, democratic leader, is of the opinion any upward tariff revision at this time will probably prove more harmful than beneficial to the farmer. So far as concerns the wheatraiser, Robinson's statement is true. The farmer selling on the export market, buys in a protected market and the difference almost puts him out of business, and has led to the present move for general farm relief.

Mud snails and wild beans served as food for Captain Charles Kingsford-Smith and his crew of the Southern Cross, which came down in a forced landing in the wilds of the Australian bush. The fact that the men were weak and near famished after subsisting for two weeks "on the country" should serve scientists with a cue to hurry up with their synthetic food products.

A statistician finds that Oregon has a total of 62 flour mills scattered about the state. They employ 883 workers and pay out \$1,141,801 in wages each year. In 1927, the last year for which figures are available, the products of the mills amounted to \$28,179,224, and the growers of the northwest were paid \$24,643,629 for their grain.

The Oregon City Enterprise seems to have given a logical solution of the Gann episode at Washington, setting at rest for all time, and conclusively, the true status of ranking positions at the "come and get it" table on state occasions. We agree with the Corvallis Gazette-Times that Brodie knows his watercress.

Back in 1919 the peak reached by Kentucky tobacco land was \$1800 per acre. It now ranges around \$500 per acre, and the only agricultural land that approaches it in price is only intensely cultivated vegetable land and some rich sections in corn-growing Iowa.

Leave it to Klamath Falls, one of the fastest growing and liveliest cities in the Northwest for "quick stock turnover" tendencies. She is about to proclaim to the world that she has opened up a 3829.38 (to be exact) acre muskrat farm! Fact.

With 30,000 energetic workers throughout the nation, the temperance issue is being raised in England. Drys are seeking pledges from avowed candidates and a merry time is expected in merry old England during the May elections.

The KITCHEN CABINET

(©, 1928, Western Newspaper Union.)
"When the breath of twilight blows to flame the misty skies,
All its vaporous sapphire, violet glow and silver gleam,
With their magic flood me through the gateway of the eyes;
I am one with twilight's dream."
HAVE A CUP OF TEA

To the hostess who is looking for ways of surprising and pleasing her friends, the tea merchant, the confectioner, the florist all are aids. One must be continually alert if she would find new and intriguing ways to serve repasts to friends who gather round her informal tea table. It is a joy to be entertained in a home where there is sure to be a surprise and some new pointers to add to one's own ideas.

Afternoon tea is such a good way to dispense hospitality with little expense of money and effort and with no maid.

The cup of tea is the center of attraction at this function. The food accessories should be so very dainty and light that though they add much to the entertainment they do not put strain upon the digestion nor destroy the appetite for the evening meal.

A cup of tea is much more appealing accompanied by a clove-trimmed slice of lemon, a slice of orange, a bit of preserved ginger, pineapple or a few maraschino or candied cherries.

The tea things may be of the simplest, or if one owns beautiful silver this is the time to enjoy it with your friends.

Today such dainty china tea sets are within the reach of those with small purses. There is no reason why anybody may not have the pleasure of a pretty tea table.

Tea may be purchased with dried orange flowers or jasmine blossoms, which add a delightful fragrance to a cup of tea. One of the blossoms is to be dropped in each cup, before adding the tea.

From the florist one may have small-leaved geraniums—the rose variety. Our grandmothers used these to favor their jellies in the old days. They are just as delightful dipped into a cup of tea. A spray of this rose geranium may be part of the flower decoration for the tea table.

Off They Come!

A particularly stout lady attired in a very tight riding-habit was taking her morning canter in the Row, accompanied by her husband. Suddenly a button, unable to stand the great pressure, flew off the lady's coat.

"Dear, dear," said the lady fretfully, "what makes these buttons come off?"

Her escort quivered with excitement, for he had thought of something funny.

"Ahem! Force of habit, my dear," he grinned in reply.—London Answers

21 Years Ago

Friday, April 17, 1908

Beverly Carradine D. D., the noted evangelist and author of St. Louis, will be present to open a series of protracted meetings on the 22nd. Extensive preparations have been made for the meetings and from present indications there will be good attendance from outside, a number of ministers and other church workers having expressed their intentions of being present.

The marriage of Miss Emma Caroline Vollmer to Mr. William D. Harris took place at high noon, Wednesday, April 8, at Rose Glen, home of the bride's parents says the Watsburg Times. Rev. Robt. Brumblay, pastor of the First M. E. Church, officiated. The wedding was an unusually pretty home affair.

Athena business men have united in a strong pull to inaugurate a series of market days in Athena. T. M. Taggart and F. H. Coolidge circulated a subscription paper and in a short time raised about \$80. This amount will be used to defray the legitimate expense of the enterprise. Athena's first market day will be on Saturday, May 2. Already there has been stock farm implements and household goods listed for sale, and a solicitor has been employed to canvass the surrounding country for the purpose of soliciting stock and anything else which people may have for sale.

The horsethief career of Aaron Ridge was nipped in the bud by his capture at Walla Walla Monday. He stole a horse from Charles Hamilton, traded the horse for another at Adams, and coming to Athena placed the animal in Wright's Livery barn. He then lightfooted it to Weston where he boarded the train for Walla Walla. Sheriff Taylor was on the young fellow's trail, sent information to Walla Walla officers, with the result that Ridge was captured on his arrival there. He has confessed and a term in the pen awaits him.

The Milton Fruit pickers came to town for the third game Sunday and were accommodated with a drubbing. The score board read 5 to 3 in favor of Athena. Stone was in fine form and kept the hits well scattered. The Milton team had been considerably strengthened since its last appearance here and put up a good game. Athena has taken all three games from the Milton team.

T. J. Watts, who has been ill for some time, had the misfortune to fall down the stairway at his home, with the result that his shoulder was badly fractured. Owing to his ill health, the fracture brings about complications which are serious. Mr. Watts has been removed to the home of his son, H. I. Watts, where everything possible is being done for him.

Farmers are wearing a smile of satisfaction these days, and indeed they have cause to, and every one with them, for the sight of the hills green with growing grain is a joy to behold. All agree that never were prospects brighter at this season, for bountiful crops.

An assortment of furniture and household goods will be sold at auction Saturday afternoon at Jarman's Corner, Main street. The furniture is practically new, having been used by Mr. and Mrs. C. S. Walker for about 60 days. F. G. Lucas is the auctioneer.

Walla Walla theatre goers are witnessing some splendid plays this season at the Kaylor Grand. Mary Manning in "Glorious Betsy" was the attraction Wednesday night. Mrs. Patrick Campbell in "The Second Mrs. Tanqueray" will be seen Monday night.

C. N. Laughridge, a late graduate of the Weston Normal school, has been engaged as assistant principal of the Athena schools. He will take the place of J. H. E. Scott, who is to take up school work for the government in the Philippines.

Announcement is made in the current issue of the Hartland (Minn.) Herald of the marriage of Rollo T. Brown to Miss Lizzie Borgen. After the wedding the couple left for Cedar Rapids, Iowa, where Roll will play in that town's team in the "3-I" League.

The Preston-Farion Mill in this city is temporarily closed down. The management is awaiting orders for flour from the Oriental markets, and is prepared to resume operations at any time. The company has a considerable amount of wheat on hand.

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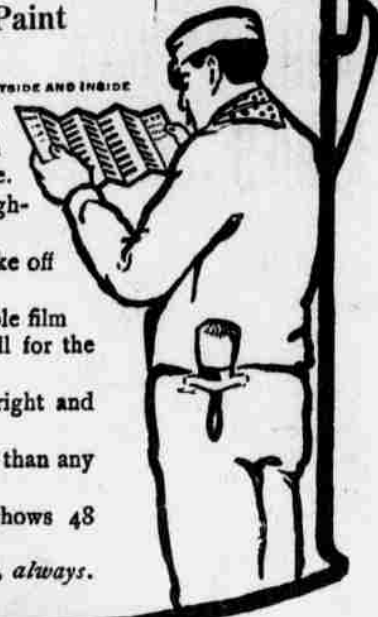
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Reduction In Electric Light Rates

The following reduction in Electric light rates will be in effect on and after March 15, 1929:

Residential Rates

First 30 KWH hours used, per month.....10c per KWH

Excess over 30 KWH used, per month.....3c per KWH

The above rates apply when bills are paid in full within 10 days from date of bill. Otherwise, the rate will be increased by 10 per cent on each item.

Commercial Rates

First 100 KWH used per month.....10c per KWH

Next 200.....7c per KWH

Next 300.....6c per KWH

Next 400.....5c per KWH

Next 1000.....4c per KWH

Excess over 2000.....3c per KWH

The above rates apply when bills are paid in full within 10 days from date of bill. Otherwise, the rate will be increased by 10 per cent on each item.

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B. B. RICHARDS, Athena

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